

WE CLAIM

1. A network element having a transcoder for
transcoding content of a content creator **characterized in**
that the transcoder has a transcoder operation module for
5 transcoding the content based on permissible transcoding
operations authorized by the content creator.

2. A network element according to claim 1,
characterized in that the network element is a creator
10 terminal, a content provider, a proxy/gateway or a client
terminal.

3. A network element according to claim 1,
characterized in that the permissible transcoding
15 operations include any transformation, alteration or
manipulation of the content permitted by the content
creator.

4. A network element according to claim 1,
20 **characterized in that** the permissible transcoding
operations include a resolution reduction module for
reducing the resolution of the content.

5. A network element according to claim 4,
characterized in that the content is reduced by either a
maximum decimation factor or ratio or a minimum
resolution in pixels.

5

6. A network element according to claim 1,
characterized in that the permissible transcoding
operations include an aspect ratio modification for
specifying a maximum deformation that can be applied to
10 the content when modifying its resolution.

7. A network element according to claim 1,
characterized in that the permissible transcoding
operations include a color and bits per pixel
15 modification for specifying if an image can be converted
to gray scale or not, and minimum bits per pixel or
number of colors or levels that can be used.

8. A network element according to claim 1,
20 **characterized in that** the permissible transcoding
operations include cropping for specifying a region of an
original picture that must be preserved.

9. A network element according to claim 1,
characterized in that the permissible transcoding
operations include a quality reduction for allowing the
content to be further modified by adding some distortions
5 to an image.

10. A network element according to claim 1,
characterized in that a sequence of permissible image
transcoding operations for image content includes
10 cropping, an aspect ratio modification, a color and bits
per pixel modification and a resolution reduction.

11. A network element according to claim 1,
characterized in that the content includes images,
15 graphics, video or audio.

12. A network element according to claim 1,
characterized in that the transcoder responds to a signal
containing the content and information about the
20 permissible transcoding operations that may be applied on
the content permissible by the content creator.

13. A network element according to claim 12,
characterized in that the transcoder applies the
permissible transcoding operations on the content and
provides a transcoded content signal containing
5 information about a transcoded content.

14. A method for transcoding content of a content
creator **characterized in that** the method includes a step
of transcoding the content based on permissible
10 transcoding operations authorized by the content creator.

15. A method according to claim 14, **characterized in
that** the method is performed in a creator terminal, a
content provider, a proxy/gateway, a client terminal, or
15 a combination thereof.

16. A method according to claim 14, **characterized in
that** the permissible transcoding operations include any
transformation, alteration or manipulation of the content
20 permitted by the content creator.

17. A method according to claim 14, **characterized in
that** the permissible transcoding operations include a
resolution reduction for reducing the resolution of the
25 content.

18. A method according to claim 17, **characterized in that** the content is reduced by either a maximum decimation factor or ratio or a minimum resolution in pixels.

5

19. A method according to claim 14, **characterized in that** the permissible transcoding operations include an aspect ratio modification for specifying a maximum deformation that can be applied to the content when
10 modifying its resolution.

20. A method according to claim 14, **characterized in that** the permissible transcoding operations include a color and bits per pixel modification for specifying if
15 an image can be converted to gray scale or not, and minimum bits per pixel or number of colors or levels that can be used.

21. A method according to claim 14, **characterized in that** the permissible transcoding operations include
20 cropping for specifying a region of an original picture that must be preserved.

22. A method according to claim 14, **characterized in that** the permissible transcoding operations include a quality reduction for allowing the content to be further modified by adding some distortions to an image.

5

23. A method according to claim 14, **characterized in that** a sequence of permissible image transcoding operations for image content include cropping, an aspect ratio modification, a color and bits per pixel
10 modification and a resolution reduction.

24. A method according to claim 14, **characterized in that** the content includes images, graphics, video or audio.

15

25. A network having a network element with a transcoder for transcoding content of a content creator
characterized in that the transcoder has a transcoder operation module for transcoding the content based on
20 permissible transcoding operations authorized by the content creator.

26. A network according to claim 25, **characterized**
in that the network includes a creator terminal, a
content provider, a proxy/gateway, a client terminal or a
combination thereof, one or more of which having a
5 respective transcoder with a respective transcoder
operation module for transcoding the content based on
permissible transcoding operations authorized by the
content creator.

10 27. A network according to claim 25, **characterized**
in that the network includes a content provider having a
respective transcoder with a respective transcoder
operation module for at least partially transcoding the
content based on permissible transcoding operations
15 authorized by the content creator.

20 28. A network according to claim 25, **characterized**
in that the network includes a proxy/gateway having a
respective transcoder with a respective transcoder
operation module for at least partially transcoding the
content based on permissible transcoding operations
authorized by the content creator.

29. A network according to claim 25, **characterized**
in that the network includes a client terminal having a
respective transcoder with a respective transcoder
operation module for at least partially transcoding the
5 content based on permissible transcoding operations
authorized by the content creator.